

**MTV: Staying Alive 2002**  
**A Global HIV Mass Media Campaign**

**AUGUST 2003**



**YouthNet**  
Partners in Reproductive Health and HIV Prevention



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Project Coordinator: Hally Mahler  
Principal Writer: Kathleen Shears  
Editor and Kenya Chapter Writer: William Finger  
Senegal Chapter Writer: Stephanie Savariaud  
Copyeditor: Suzanne Fischer  
Design and Layout: Hopkins Design Group Ltd.

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pages 19, 20, 31: Stephanie Savariaud  
page 21: Babacar Diouf/Ndef Leng

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Family Health International, YouthNet Program  
2101 Wilson Blvd, Suite 700  
Arlington, VA 22201 USA  
703-516-9779 (telephone)  
703-516-9781 (fax)  
[www.fhi.org/youthnet](http://www.fhi.org/youthnet)



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# Introduction

In 2002, the YouthNet Program participated in a project that expanded the reach of HIV-prevention messages beyond any level ever attempted — the 2002 Staying Alive campaign coordinated by Music Television (MTV). MTV is the world's largest television network and the leading multimedia brand for youth, reaching some 375 million households in 164 countries. For the previous 10 years, the network had produced programming for World AIDS Day, but in 2002, MTV decided it wanted to expand its approach.

YouthNet sought out the partnership, hoping to promote the campaign beyond the reach of the MTV stations and to provide technical assistance in the expanded campaign, particularly in creating messages appropriate for those developing countries most affected by AIDS. The effort worked. Stations reaching almost 800 million homes broadcast Staying Alive 2002 — 64 percent of total television households worldwide. The campaign was aired in 44 of the 50 countries most affected by HIV/AIDS. This was possible because MTV offered the programming “rights free” and because MTV, YouthNet, and other partners worked to disseminate the program widely. This allowed producers in countries throughout the world, including China, to translate and adapt the programs for their audiences. Among the millions reached:

- A 20-year-old Kenyan man said he “was changed totally” by seeing recording artist Sean “P. Diddy” Combs visit people in South Africa living with AIDS on one of the MTV broadcasts. Inspired by this example, he then visited his cousin in the hospital before she died of AIDS. Before the broadcast, he had shunned her.
- Programmers on 32 radio stations in Senegal broadcast interviews with young people and other programs on HIV/AIDS issues several times a week for six months, all triggered by the MTV campaign.
- Thousands of people around the world sent e-mails to the Staying Alive account, including a young woman from Kosovo who said it was the first time she had ever heard of AIDS and a South African who wrote, “You have touched hearts all over the world.”

The campaign had three primary objectives: to promote favorable HIV-prevention attitudes, knowledge, and skills; to elevate the level of personal concern about HIV/AIDS among young people, including concerns about the damaging impact of HIV-related stigma and discrimination; and to empower young people to take concrete action for themselves and their communities with regard to HIV/AIDS.

Chapter 1 of this report documents how the six primary elements of Staying Alive 2002, which totaled about four and half hours of television programming, were developed:

- A Global Forum on HIV/AIDS
- Bill Clinton Uncut
- Staying Alive 2002: The Documentary
- Staying Alive: The Concert
- Public Service Announcements
- Staying Alive Online

Chapter 2 explains how the partners involved in the campaign extended the reach beyond MTV stations to television worldwide, radio partnerships, the Internet, live audiences at taped events, and local communities. Chapters 3 and 4 describe in-depth campaigns in Senegal and Kenya coordinated by YouthNet and other FHI programs. The Senegal FHI office used the MTV campaign as a springboard to build the local media's interest in working with youth, developing its own materials primarily through radio broadcasts. These include on-the-ground programming at public gatherings. In Kenya, FHI worked to get the shows aired on multiple stations and with one station that produced two of its own forums, involving youth and public leaders.

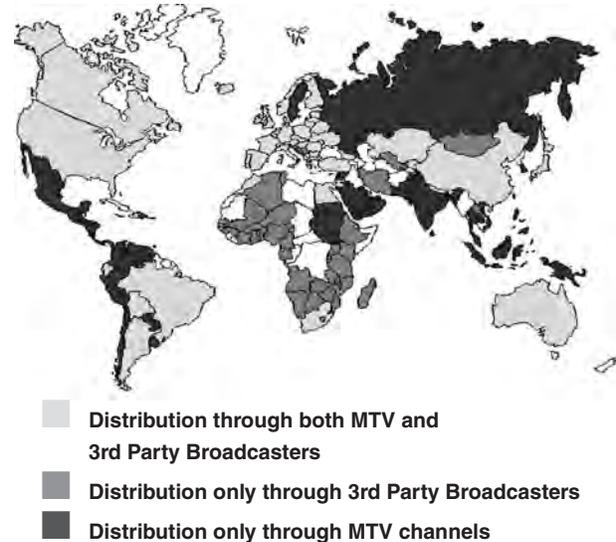
Chapter 5 explains the evaluation of the campaign, including the in-depth study that YouthNet is conducting in four countries. It also summarizes ten lessons learned from the 2002 campaign, which have influenced the 2003 campaign:

- For a global audience, in-depth programming appears to work best.
- More comprehensive prevention messages may be more effective worldwide.
- A global campaign can reach substantial audiences at risk.
- Multiple formats were successful but required more time than expected.
- Multiple partnerships added value as well as challenges.
- Involving world leaders expands reach of a global campaign.
- A clear consent process for participants in media campaigns is important.
- Partnerships with radio broadcasting can extend the campaign.
- Local partnerships could be expanded.
- More innovative efforts are needed to get youth involved.

YouthNet contributed funds as well as staff technical expertise in HIV and reproductive health to the campaign, which heavily leveraged the partner contributions. At commercial airtime rates charged by MTV, the campaign on MTV channels alone was worth an estimated U.S. \$60 million. MTV, YouthNet, and the Kaiser Family Foundation have developed *Staying Alive 2003*, launched in July with a television special on Nelson Mandela in conversation with four young people. To keep up with the 2003 campaign and the results of YouthNet's in-depth evaluation of the 2002 campaign, visit our Web site at [www.fhi.org/youthnet](http://www.fhi.org/youthnet).

## Chapter 1. The Staying Alive Campaign

During the six-month campaign, from July to December 2002, Staying Alive programs aired on TV stations serving almost 500 million households. When China's CCTV aired the Staying Alive documentary in March 2003, that number jumped to nearly 800 million households — 64 percent of all television households worldwide. A world map indicates coverage nearly everywhere, except Greenland and a strip down most of the center of the African continent (see map at right). The campaign largely targeted young people with access to television, but it expanded the potential reach of the programming by adapting it for radio stations, the Internet, and other types of activities in selected countries.



The 2002 Staying Alive campaign went well beyond previous MTV efforts not only in the numbers and locations reached but also in the diversity of its presentations. After producing three consecutive HIV/AIDS documentaries for the annual World AIDS Day, the television network had decided to develop a more comprehensive campaign. To do so, it drew on the assistance and resources of multiple partners, including the Bill and Melinda Gates Foundation, the Kaiser Family Foundation, Levi's Jeans, Population Services International's (PSI's) YouthAIDS project, and the YouthNet Program coordinated by Family Health International.

In the 2002 campaign, MTV built on its earlier documentary formula, incorporating segments involving a celebrity host in a talk-show format. It included six public service announcements (PSAs) designed to reduce



the stigma related to HIV prevention behaviors and a program based on concerts staged in South Africa and the United States. MTV also created a Web site, [www.staying-alive.org](http://www.staying-alive.org), which was updated throughout the campaign, providing information about HIV/AIDS, sources of support

services, and volunteer opportunities. Added shortly before the XIVth International AIDS Conference was a global forum on HIV/AIDS involving young people and adult opinion leaders, which became one of the most popular aspects of the campaign. Overall, the campaign sought to increase awareness of HIV and encourage prevention, to tackle HIV-related stigma and discrimination, and to empower youth to take action.

The six-month campaign was launched in July 2002 at the international AIDS conference in Barcelona, Spain, with a taping of the Global Forum and press coverage of the event. It formally concluded with the airing of the concert program and the documentary on World AIDS Day in December. Following World AIDS Day, campaigns in selected countries continued to build on the 2002 campaign, including the China broadcast and others (see Chapters 3 and 4).

## The Global Forum

On July 16, 2002, as television cameras rolled in a large auditorium in Barcelona, a composed young Kenyan woman named Lydiah Bosire looked the former leader of the United States squarely in the eye and said, “Mr. President, when you got in office there was a law in place that required HIV-positive persons traveling to the United States to declare their status. This, as we know, will increase stigma and discrimination. In your eight years in office, you did not repeal this law. Why?”

President Clinton smiled, perhaps a little taken aback at the directness of her question, but answered promptly. “Because Congress wouldn’t have passed it,” he said. Every country should have laws banning any discrimination against people living with HIV, he added.

Months later, Bosire admits she was not completely satisfied with Clinton’s answer. But just being able to pose such a question to a former U.S. president was “an amazing opportunity.”

During the XIVth International AIDS Conference, Bosire, a 24-year-old Kenyan and co-founder of an organization called Youth Against AIDS in Africa, and 74 other young people from 25 countries discussed HIV/AIDS with world opinion leaders. Joining President Clinton were UNAIDS Executive Director Peter Piot, Paul Teixeira of Brazil’s Ministry of Health, actor and activist Rupert Everett, Vicki Ehrich of GlaxoSmithKline (the pharmaceutical company that is the world’s leading seller of AIDS drugs), and Archbishop Raphael Ndingi Mwana Nzeki, of the Catholic Diocese of Nairobi, Kenya.

MTV and campaign partners had identified young people who would be attending the Barcelona conference, interviewed 100 of them, and selected 75. Most were from the developing world, and all were knowledgeable and passionate about HIV/AIDS. Recruiting was made easier by the Barcelona YouthForce initiative, sponsored by Youth Against AIDS, the Student Global AIDS Campaign, Advocates for Youth, and YouthNet, which had worked to get young people to attend and participate in the AIDS conference.

The 75 young people met twice in Barcelona before the taping, first to discuss the questions they would like to ask panel members and then to determine who should ask specific questions, with MTV producers helping them to better articulate their questions and practice asking them. “It was carefully orchestrated by MTV,” says Bosire, who served as a YouthNet intern that summer. “In a way, that worked out well because just raising your hand and asking questions of these key people, you could get a little nervous.”

Few of the young people seemed nervous as they directed tough questions at members of the panel. In the first part of the program, they peppered the Archbishop with questions about the Catholic Church’s opposition to condoms in a spirited discussion about condom use and the “ABC” (abstain, be faithful, or, if “A” and “B” aren’t possible, use condoms) approach to HIV prevention. In the second, they questioned Ehrich of GlaxoSmithKline about the cost of AIDS drugs and whether pharmaceutical companies profited at the expense of people’s lives.

Pamela Ateka, a Kenyan, told the Archbishop that her sister had died of AIDS because she didn't know how to protect herself and asked when the Catholic Church would change its position on condoms. "Seeing the Archbishop questioned by a Kenyan girl caused quite a stir among my friends in Kenya," says Atieno Okelo, a Kenyan also working as an intern with YouthNet.



Pamela Ateka (center) asks Archbishop Nzeki a question at the Global Forum.

The event made news worldwide. Front-page stories about the forum ran in *The New York Times*, *The Miami Herald*, and *USA Today*. Coverage included articles in on-line publications and newspapers ranging from *The Financial Times of London* and *The Times of India-Mumbai* to Kenya's *Nation* and Mexico's *El Financiero*. Television networks such as the BBC, CNN, and MSNBC reported on the launch.

The forum program would prove to be one of the most popular segments of the campaign. Its success was a pleasant surprise for MTV staff members, who had originally thought it would be too expensive and of less interest than other elements of the campaign. "I thought it demonstrated what seems to be one of the biggest needs and requirements in the fight against HIV/AIDS, which is the motivation of young people," says Niall MacCormick, who produced the campaign as a consultant to MTV. "Getting them motivated in the fight."

### **"Clinton Uncut"**

The final segment of the Global Forum featured Bill Clinton fielding questions alone. When Clinton saw where he was supposed to sit, up on a stage about 10 meters from the audience of young people, he was not happy. Clinton reluctantly agreed to stay on the stage. But he and program host Cyrus Broacha of MTV India found a way to get him closer to the audience. Near the end of the program, Broacha said, "Mr. President, stigma and discrimination are always a big problem when we talk about AIDS and HIV. Perhaps you could show us for a second that there's no problem in coming in contact or touching or getting close to someone who is infected."

Clinton, who had strayed off the stage during the discussion and was standing in front of it, walked forward into the center aisle. "So who's HIV-positive who's not ashamed to show it?" he asked. Two young women — Sophie Dilmitis from Zimbabwe and Antigone Hodgins from the United States — came forward. Clinton put an arm around each of them, smiled, and declared, "I feel just as healthy as I did two seconds ago!"



Bill Clinton talks with youth at "Clinton Uncut" taping.

MTV's Broacha gave a few closing remarks and thanked the audience. The cameras stopped, and Clinton looked surprised. "That's it? I'm not done!" After a quick discussion with the MTV producers, Clinton walked to the platforms where the young people were sitting, sat down in the middle, and invited the young people to gather round.

As the camera crew scrambled to readjust their lights and cameras, Clinton began taking more questions from the youth. What followed was a wide-open discussion about a variety of issues, from ABC to government's funding priorities to whether Clinton had discussed sex and condoms with his own daughter. He demonstrated a detailed knowledge of HIV/AIDS issues, ranging from rates of antiretroviral drug adherence around the world to controversies over how programs should support orphans and other vulnerable children.

Clinton lingered for an extra hour and a half, talking to the group. For the young people, this was an unprecedented opportunity to have a frank, unscripted discussion with a world leader. "The first part was quite engineered, but the second part was really trying to get answers out of him — asking the questions you wouldn't have had a chance to ask on the scheduled show," says Bosire, the YouthNet intern. For MTV, Clinton's decision to continue the discussion was a tremendous bonus, providing enough additional material to produce another hour-long program for the Staying Alive campaign at almost no additional cost. They called it "Staying Alive: Uncut with Bill Clinton" and marketed it to their stations and others as an unedited, up-close and personal, backstage chat with the former president.

### **The PSAs**

All the partners agree that the six PSAs produced for the campaign were the most contentious and least successful element. Intended to address negative attitudes toward safer sex and to promote the Staying Alive Web site, the three-minute TV spots were supposed to run throughout the campaign, beginning in July or August. But because their development involved many rounds of negotiations among the partners, they were not ready until November.

"We went through one, two, three different creative phases on the development of the PSAs, ending up where we sort of were emotionally when we started," says MTV's Garrett English, director of operations and production management for MTV Networks International in London and an executive producer of the campaign. "It literally went round almost full circle."

Producing short but universally relevant PSAs proved to be difficult, with many different views of how the PSAs should look and what they should say. The TV spots were originally supposed to be set in different countries around the world, such as South Africa and Brazil. But the campaign did not have enough money to shoot them on location, and giving them a developing country feel in the studio proved more difficult than expected. "No question about it. They could have been much more focused on the developing world," says MacCormick, the MTV producer.

Another disappointment at YouthNet was the failure to agree on a PSA about sexual abstinence, or delay of sexual debut. YouthNet had hoped MTV could create a spot illustrating how empowering it can be for a young person to refuse sex. Instead, all of the spots were about condoms.

In one, a young woman continues to reject a suitor until he shows up at her door with a condom. At the end of the spot, the young man walks haltingly down the hallway from the young woman's apartment as she clings adoringly to his leg. "Impress a woman with a condom," reads the tag line. In another spot,

a tall, confident young woman looks for condoms in a ladies rest room, bangs the empty condom machine in frustration, and then strides into the men's room to get a condom. The tag line for that PSA is: "Don't be shy — condoms save lives."

Some of those involved in developing the campaign believe that PSAs are a particularly difficult format for a global appeal. "The PSAs are asking you to take an action, soon, and that requires a lot more specificity," says Hally Mahler, associate director of behavior change communication at YouthNet, who coordinated YouthNet's role in the MTV campaign. "If you look at behavior change theory, a message needs to be relevant to the viewer. You need to look at yourself in that situation. So it's a lot harder to do that in a PSA. In just a minute or two, how much context can you get in there?"

MacCormick, however, believes he could create PSAs that would resonate with a global audience, given enough time and money. "I think it is possible with enough creative thought to get something that can be effective everywhere," he says. "We just ran out of time on the PSAs. Nobody could agree on them, so they kept getting pushed back."

Nevertheless, MTV probably will not attempt global PSAs in its next Staying Alive campaign. "They're talking about helping their networks develop locally appropriate messages," Mahler says. "I definitely think that that's the way to go."

#### **Documentary: Staying Alive 4**

Collaboration on the documentary was much smoother than it was for the PSAs, everyone agrees. The partners' roles in developing the documentary were better defined than they had been for the PSAs. YouthNet provided a technical review of the documentary, helped MTV contact local groups who could identify potential stories, and focused on ensuring that the rights of HIV-positive individuals who agreed to appear on the program were protected.



**Mary J. Blige interviewed HIV-positive youth as part of the Staying Alive documentary.**

With the help of contacts through FHI and other organizations, MTV identified three young people who were willing to have their stories told. Sroon, a young Cambodian woman who had been infected with HIV then abandoned by her husband, was suffering from AIDS-related diseases and was unable to get the antiretroviral medicines she needed to keep her alive. Oleg, a Latvian youth, was struggling with drug addiction and a recent HIV-positive diagnosis. Isadore, from Abidjan, Cote d'Ivoire, did not know his HIV status but was having unprotected sex with many women, including three girlfriends. Linking the stories were interviews with HIV-positive youth conducted by Mary J. Blige, an R&B singer popular with young people.

MTV drew on the field experience of Mahler and other YouthNet staff to help make the documentary more relevant to developing

country audiences. “Hally is quite familiar with the reality of it on the ground, which I think was very helpful,” says MacCormick, campaign producer. “It’s invaluable to have those people on board to steer what you do.”

In one instance, FHI staff suggested informing viewers that no herbal treatment has been shown to cure HIV/AIDS in part of a segment in which Sroon visits an herbalist. And, they asked MTV to expand Sroon’s



**Sroon, a young Cambodian woman infected with HIV by her husband, prays.**

story to show the effect of HIV on a family, which the producers did by adding a scene in which her sister goes off to sell cakes, explaining that she had to leave school so she could help support the family.

Finding people who were willing to talk about living with HIV, and telling their stories in a sensitive yet compelling way, was challenging work, which raised some ethical issues and led to the development of a formal letter of agreement (see page 16). Reactions from viewers suggest that the effort was worthwhile and gave the documentary emotional depth.

Shanti Conly, the USAID technical officer who oversees YouthNet, believes the stories increase what she calls “discussability,” making it easier for people to talk about an issue that is often shrouded in secrecy and denial. “I also realized when I saw the documentary that it was a powerful vehicle for addressing stigma,” she says. “It really evoked great empathy and compassion.”

## **The Concerts**

In 2001, MTV and four partners — PSI’s YouthAIDS project, Levi’s Jeans, the Paul G. Allen Charitable Foundation, and the Gates Foundation — began planning a concert originally scheduled for World AIDS Day, December 1, 2001. After the September 11, 2001, terrorist attacks in the United States, the concert was postponed for a year. As a result, the planning for the 2002 concert — an integral part of the campaign — proceeded along a separate but parallel planning track.

In 2002, MTV produced twin “Staying Alive” concerts — on November 7 in Seattle, Washington, United States, and on November 23, in Cape Town, South Africa. Using the concerts as the base, MTV created a 90-minute, commercial-free program that aired on World AIDS Day, December 1, 2002.

The program MTV put together was 60 percent content and 40 percent music. Hosted by Cyrus Broacha, the MTV India “VJ” who had also been master of ceremonies at the Global Forum, the show included segments from both concerts and interviews with the performers and other famous personalities. Facts about the epidemic appeared in blue bars at the bottom of the screen, along with the address of the Staying Alive Web site. Interviews with young people in many countries addressed topics such as HIV risk and preventive behaviors.

## Meeting of Campaign Partners Sets Direction and Tone

**In March 2002**, MTV hosted a two-day planning meeting in London with representatives of the Bill and Melinda Gates Foundation, the Kaiser Family Foundation, and YouthNet — partners in Staying Alive 2002 — and two other organizations interested in helping, the International AIDS Trust and DATA, a group affiliated with Bono, the rock star and HIV/AIDS advocate. The purpose of the meeting was to reach consensus about campaign messages and products so that the creative work could begin.

MTV staff had developed key messages internally based on feedback from a sexual behavior poll and discussions with the campaign partners. Meeting participants endorsed those messages: to increase awareness of HIV and encourage prevention, to tackle HIV-related stigma and discrimination, and to empower youth to take action. The group also agreed that the campaign would be called “Staying Alive” to maintain continuity with the HIV/AIDS documentaries MTV had produced the past several years. Determining the scope of the new campaign became the focus of that March meeting.

Several of the campaign elements seemed to fall into place easily at this stage, including the documentary, the public service announcements, and the Web site, which would link youth with resources in their local areas. The planning group saw this linking of youth groups and networks to the campaign as a valuable way to help advance the campaign objective of youth empowerment, offering young people some ideas about how they might get involved in local efforts against the epidemic. There would also be two concerts and a documentary developed from them; a separate planning process with a different set of partners was under way for this part of the campaign (see concerts section).

Another campaign element was added during the meeting, a global forum on HIV/AIDS involving young people and adult opinion leaders. In an MTV program that aired shortly before the March meeting, U.S. Secretary of State Colin Powell had answered questions on a range of topics from young people in MTV studios around the world. Powell’s answer to a question about HIV and condom use, in which he endorsed condoms as one of the effective methods of preventing HIV transmission, had attracted extensive media attention.

Arletty Pinel, then deputy director of YouthNet and now director for Eastern Europe and Latin America with the Global Fund to Fight AIDS, Tuberculosis, and Malaria, had been struck by the impact of the Powell forum in the media and advocated for a similar forum. It could be filmed at the international AIDS conference to be held in Barcelona, Spain, in July, and serve to launch the whole campaign.

YouthNet and other organizations were already working to ensure that youth would be represented at the conference through an initiative called the Barcelona YouthForce, which made prospects good for assembling a diverse and dynamic group of young people knowledgeable about HIV/AIDS. Sandra Thurman of the International AIDS Trust, who coordinated AIDS work during the administration of former U.S. President Bill Clinton, agreed to help identify adult participants for the forum, including Clinton himself as a possibility. So, the forum was added to the campaign package.

The group also discussed how all of these elements might reach beyond the regular MTV audiences. YouthNet staff agreed to publicize the campaign and seek innovative ways to expand its reach through FHI’s offices and the local organizations they work with in more than 60 countries in the developing world. Kaiser would work with its loveLife program in South Africa to make sure the MTV effort would have access to media outlets, local groups, and young people in that country.

At the concerts, the artists performed against a backdrop of looped red AIDS ribbons made out of a mosaic of large red and white discs that looked like packaged condoms. Sean “P. Diddy” Combs (also known as Puff Daddy, or Puffy), a hip-hop star with a strong following throughout South Africa, dedicated his performance to “all the people we lost to HIV/AIDS.” During a song with the chorus, “Every breath you take, every move you make, I’ll be missing you,” he talked about missing those who had died and exhorted the audience to “take care of our brothers and sisters that are affected with the AIDS virus.” Footage of P. Diddy visiting people infected with HIV in South Africa also was included in the show.



**Alicia Keys performs at the Staying Alive Concert.**

“I have lost a few friends to the disease including a family member,” says P. Diddy, explaining why he participated in the concert. “AIDS is a social issue. People need to talk about it openly. I don’t think you see enough of this story in your face. I am affected like my brothers and sisters in Africa.”

The concert in South Africa also featured Alicia Keys and Usher from the United States, and South African groups and artists such as Mandoza, Zola, Danny K., and Bianca le Grange. Keys narrated a segment about her visits to HIV/AIDS projects in the South African township of Langa, which included interviews with a young, HIV-positive woman.

“We worked with a local promoter, SABC [the South African Broadcasting Corporation] and Good Hope Radio and all the rest of their radio producers as well, throughout the country, to really target the artists who would be the right people,” says MTV’s English.

“It was fantastic that MTV had the African talent performing live in Cape Town,” says Jenny Mayfield, YouthAIDS operations manager at PSI. Field representatives of PSI helped get the concert on the air in 11 African countries and were disappointed, however, that only the U.S. artists and Miriam Makebe were included in the broadcast. “Although American artists are popular with Malians, most still would prefer to hear Africans, West African in particular,” a PSI representative in Mali wrote in an e-mail to MTV. “There are many African artists who are currently touring in the U.S. quite successfully, so I think showing these artists would even be interesting for American viewers.” Another concern expressed by some was that, unlike the show that was based on the concerts, the concerts themselves had very little content about AIDS, missing an opportunity to influence those in attendance.



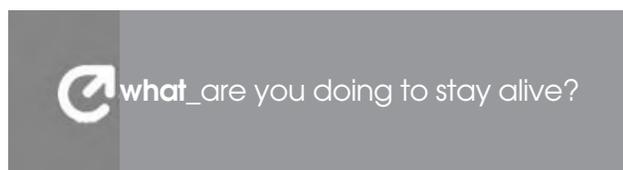
**Nelson Mandela with a young African woman appeared in the taped sections of the Staying Alive concert aired worldwide.**

Brief taped interviews with other celebrities who were not in Cape Town were integrated into the concert program. Included were former South African President Nelson Mandela, rock star and activist Bono, actresses Halle Berry and Jennifer Lopez (“J-Lo”), and retired professional basketball star Earvin “Magic” Johnson, who is HIV positive. The PSI YouthAIDS initiative recruited Johnson, recording artists Wyclef Jean, Eve, Macy Gray, and the members of the group Take 6.

“We had worked with all these people before, and they were very willing to give more of their time,” says PSI’s Mayfield.

### **The Staying Alive Web Site**

All of the elements of the campaign encouraged viewers to go to the Web site, *www.staying-alive.org*, a brightly colored site presented in English, French, and Spanish. During the concert program, for example, a tagline on a blue bar appeared at the bottom of the screen a number of times: “To find out how to protect yourself against HIV, log on to *www.staying-alive.org*.” The site includes information about HIV/AIDS under such headings as “know the facts,” “find help,” and “take action.” The site offers a confidential environment



where people can feel safe to ask about HIV. It is independent but directly linked to many of the 22 MTV Web sites around the world. Other MTV sites created their own pages about HIV/AIDS, often using Staying Alive materials.

FHI staff encouraged MTV to list local sources of HIV/AIDS services for as many countries as possible. To do so, MTV turned to another partner, UNAIDS, which agreed to provide its database of organizations offering such services in more than 70 countries. This permanent link to the database, which UNAIDS updates regularly, is a popular feature of the Staying Alive site.

The Web site served as the main campaign vehicle to encourage young people to get involved in fighting stigma and preventing HIV/AIDS — an effort all the partners agree was less than successful. “The idea was to try and get them interested and then to act locally,” Mahler says. “But the lack of a global youth organization that would be appropriate for this kind of thing stopped us from being able to do the kind of call-to-action that we wanted.” Many countries do not have strong youth AIDS organizations, and in those that do, the groups seldom have the capacity to incorporate large numbers of volunteers. “They just don’t have a structure that would be able to take in a thousand young people, and that’s potentially what can be generated out of these campaigns,” Mahler explains.

MTV used the Web site, along with 18 other MTV sites, to find out more about users’ attitudes toward sexual health and their reactions to the campaign. A Sexual Behavior Poll — the fourth such annual survey by MTV, but the first conducted via the Internet — drew 7,000 responses from October 14 to November 14, 2002. A 16-page report on the survey from the MTV research and planning staff emphasized that even though the results were not representative of the general public, the findings did prove instructive and provide “directional information.”

Among those responding, television and brochures/magazines were generally the leading sources of HIV/AIDS information, except for those from Russia, France, and Asia (the small number of respondents were consolidated into an “Asia” category). Except in Russia and Asia, doctors and MTV ranked highest in “trusted sources of information” on HIV/AIDS, above magazines, friends, family, and religious organizations.

Although most survey respondents knew the basic facts about HIV/AIDS, there were gaps in their knowledge. Among European respondents, for example, 60 to 72 percent either disagreed with the statement that having a sexually transmitted disease makes a person more susceptible to HIV (which is true) or said they did not know. About one out of three Asian respondents and one-fourth of Latin American respondents thought HIV/AIDS was not a life-threatening disease. While the overwhelming majority of respondents thought it was important to get tested for HIV, most had not been tested. Responses to questions about stigma were mixed: the majority of respondents thought they would lose friends if they were HIV-positive and revealed their status, but only small percentages said their families would stop loving them.

MTV also used the Web site to extend the reach and longevity of the Staying Alive campaign by streaming video of all the campaign programming. Those who have access to a computer with a sound card and sufficient capacity can go to the site and watch any part of the campaign.

## Chapter 2. Expanding the Campaign's Reach

To extend the Staying Alive campaign as broadly as possible, MTV made all the broadcast material available unencrypted and rights free. Any television station around the world could access the material via satellite. All 22 MTV stations, with a potential audience of 377 million households, aired portions of the campaign. Other television broadcasters who picked up the campaign by satellite reached 355 million households. While there was some household overlap, these “third-party” broadcasts greatly expanded the reach of the campaign, especially in Africa, where viewers in only five countries would have had access to the MTV broadcasts of the campaign. By the end of 2002, Staying Alive materials had appeared on television stations serving almost 500 million households. China’s national television network aired the translated broadcasts in 2003, bringing the total number of households to about 800 million.

The partnerships MTV established with radio broadcasting organizations were a new and important part of the campaign, because many people in the developing world have better access to radio than television. The parent organization of MTV, Viacom, used its Westwood One Radio Network to convert the Staying Alive concert to a radio format. The European Broadcasting Union (EBU), the largest professional association of national broadcasters in the world, took on the costs of satellite distribution to its 70 members in 51 countries in Europe, North Africa, and the Middle East. Reaching out to radio audiences was part of what MTV calls “360 degree programming” — “on air, on-line, and on the ground,” explains Georgia Franklin, vice president for public affairs at MTV Networks International and an executive producer of the campaign. Radio distribution covered 56 countries, which included five countries in Africa and seven in the Americas, as well as China and Indonesia, two of the most populous countries in the world.

With the combination of MTV and third-party broadcasters involved, the campaign reached 44 of the 50 countries most affected by HIV/AIDS, Franklin notes. “While we had always committed to creating something that was available rights free, and making best efforts to support it, I think that from MTV’s point of view, we over-delivered.”

Franklin is quick to acknowledge that statistics on the number of households a television or radio station could reach do not tell us how many people actually watched the programs and PSAs. With no uniform ratings system in place, such numbers are hard to come by. But MTV continues to receive feedback on the campaign’s impact from broadcasters throughout the world.

In South Africa, for example, SABC reported that premier and repeat broadcasts of the Staying Alive campaign, including the concert and the documentary, attracted an average 24 percent share of the television audience 16 years and older. TV Africa broadcast the concert across 27 countries, where an estimated 12 million viewers saw it. In India, Staying Alive programs increased MTV’s monthly reach for the time when they were shown by 100 percent. And in Argentina, ratings showed that the concert had more viewers than a repeat broadcast of the highly popular MTV European Music Awards. After the campaign aired on World AIDS Day in Nigeria, the Nigerian Television Authority (NTA) received 300,000 phone messages on its viewer comment line asking it to repeat the programs, particularly the documentary. NTA broadcast the programs seven times in December 2002.

### Partners Help MTV Extend Campaign's Reach

**PSI, the Kaiser Family Foundation, and FHI** helped broaden the campaign to reach more youth in the countries most affected by HIV/AIDS. They provided MTV with names and phone numbers of broadcasters and made their own contacts with broadcasters in developing countries.

PSI staff members were able to encourage local broadcasters in 11 African countries and six other developing countries to air the concert in areas with no access to MTV, reports PSI's Jenny Mayfield. "We work with local media all the time in our grassroots programs, so we were able to negotiate with broadcasters and get the program to places where MTV doesn't reach. We worked with local station managers and media contacts and in some cases directly with the governments in control of programming." One handicap was the lack of translations of the campaign, Mayfield notes. MTV networks and affiliates had translated some campaign materials into several languages but did not have enough time to translate the concert program before World AIDS Day.

Kaiser worked with MTV to strengthen a relationship with one of Kaiser's partners in South Africa, the South African Broadcasting Corporation, which broadcast the concert and the documentary and promoted the campaign across South Africa. It also organized visits for some of the artists to meet people affected by HIV/AIDS.

To help alert the FHI networks in 60 developing countries to the campaign, Mahler gave a presentation about the campaign at an FHI country directors' meeting and followed up with calls and a memo listing ways FHI field staff could encourage local broadcasters to air campaign materials or create their own World AIDS Day programs linked to the campaign. These efforts were particularly successful in Senegal, where FHI developed a major media campaign based on Staying Alive (see Chapter 3).

The marketing effort was not without its difficulties. "Our country offices would make contacts with the media folks, but they wanted to see in advance what it was that they were selling," Mahler explains. "And there just wasn't time in the production schedule to do that." YouthNet staff also enlisted the help of colleagues at the Pan American Health Organization to increase the campaign's reach in Latin America and the Caribbean, and with colleagues at the United Nations Population Fund, who helped get the materials distributed in Eastern Europe.

The Kaiser Family Foundation's relationships with U.S. broadcasters helped increase campaign exposure in the United States. For example, Black Entertainment Television (BET), which had worked with Kaiser on previous campaigns, broadcast the Global Forum and "Clinton Uncut." Kaiser's media contacts through its previous public health campaigns also contributed to a successful media-relations effort by MTV. Extensive media coverage of the campaign made broadcasters aware that the campaign was available rights free and encouraged viewers to watch it. News coverage of the campaign also conveyed its messages to secondary audiences of opinion leader and other adults.

Some of the campaign materials received more airtime than others. Among MTV affiliates, for example, the concert and the documentary aired on every channel except the second U.S. channel (MTV-2), while the Global Forum could be seen on every channel but MTV-2 and MTV Russia. “Clinton Uncut” aired on 17 of the 30 MTV channels, and 12 of the channels showed the PSAs.

MTV is able to track the time people spend watching campaign materials on the Staying Alive Web site. During the first week of December 2002, for example, 16,260 minutes of the concert and 3,300 minutes of the documentary were streamed on the site. From June 1 to December 7, 2002, the entire site logged 417,000 page views and more than 161,700 visits.

Through e-mails sent to [stayingalive@mtvne.com](mailto:stayingalive@mtvne.com), MTV has also collected qualitative, though not necessarily representative, information about how the campaign was received among target audiences. “The coverage that MTV has given this fatality has made me grasp its enormity as I have never done before. I watched the programme a few days ago, yet it lingers on in my mind,” wrote a viewer from Poona, India. A young woman from Germany said that the programs had opened many people’s eyes and made her want to ask, “How can I help?” A young man from Japan reported that he was considering getting tested for HIV. From Kosovo, a young woman wrote that she had never heard of HIV before. And a South African youth admitted that the coverage had brought tears to her eyes, writing, “You have touched hearts all over the world.”

### **Extended Reach**

Raising awareness of the campaign was particularly important because once they knew free World AIDS Day programming was available from MTV, many broadcasters were interested. The hour-long programs were relatively easy to “sell” to television stations, and the concert was of great interest to most broadcasters. “In Senegal, a radio guy said to me, ‘Look, you give me a show that has Destiny’s Child or P. Diddy on it, and kids will listen to it,’” Mahler recalls. “Especially programs that involve stars — for the radio folks, for the TV folks, it’s a no-brainer. They can sell advertising time and they know the kids will watch the shows.”

In the days before the two concerts, MTV made efforts to reach those who would not have access to the campaign through television, radio, or the Internet. “In South Africa, we were running radio competitions,” says Franklin. “We were going out to townships and giving away tickets. So what we were trying to do is achieve the global impact as well as really having an impact on the ground — and I hope we achieved both.”

In South Africa, MTV worked with PSI and its local affiliate, the Society for Family Health, and with loveLife, Kaiser’s HIV prevention program for youth, to involve local NGOs in the campaign and to reach beyond the stadium and television audience. As part of this effort, they took P. Diddy and Alicia Keys out to the townships to visit loveLife and other programs and to meet people whose lives had been affected by HIV/AIDS. P. Diddy met with a group of HIV-positive women in Langa township. They wore T-shirts that read “H.I.V. Positive,” which they had never dared to wear in public. But their meeting with P. Diddy so inspired the women that afterward they danced joyfully around the township wearing those shirts.

“The whole thing is just the furthering of the delivery mechanism,” MTV’s English adds. “The more we can partner to further that delivery mechanism, the better.”

### HIV-Positive: Ethical Issues about Disclosure in the Media

**Ethical issues can arise** when balancing three different goals: developing an exciting story for the media, addressing a public health issue as volatile as HIV/AIDS, and protecting individuals involved from potential harm. During the taping of the documentary, several situations arose that could have led to potential harm for HIV-positive individuals. What resulted was the development of a clear release form for those who might tell their story publicly. The release form could be useful in either global or local media efforts, providing a higher level of clarity for the participant and others, and hence protection for individuals willing to tell their stories in public.

All the campaign partners endorsed the new “letter of agreement” to ensure that people who agreed to participate in the documentary or other programs gave truly informed consent. “It did spell out in painful detail exactly what was going on,” says Niall MacCormick, the MTV producer. “And in each case we made sure we filmed contributors being read the letter and having it translated, which I thought was a useful development.” The document contains much of the same information normally told to a potential contributor about how the material will be used and how participation might affect a person’s life, MacCormick adds. “But having that written in the document does hit home to them.”

One incident involved Oleg, the young Latvian featured in the documentary, who had become infected with HIV from dirty needles. He had stopped using drugs before the taping of the show and agreed to be highlighted in the documentary. But after the taping, word filtered back to the campaign partners from Latvia that Oleg had started using drugs again. FHI and MTV were concerned that going public might have been too stressful for Oleg. In collaboration with partners in Latvia, the campaign team investigated the incident and found that his drug use was unrelated to the campaign, and that local partners, including Oleg, wanted the program to air as intended.

MTV uses its own and other Web sites as such a mechanism. A page labeled “Link with us” offers free Staying Alive banner ads and screen savers that can be incorporated into other Web sites, with instructions on how to create a direct link to the site or to the streaming video of various elements of the campaign. MTV staff also actively sought partners to run the banners on their sites for free. Microsoft’s Web site, MSN, agreed to carry the banners and guaranteed they would appear a total of 748 million times.

The campaign lives on in streaming video and videotapes. NGOs around the world are using videotapes of campaign materials in their education efforts with youth. In March 2003, Franklin was still receiving several requests per week for Staying Alive videotapes, which MTV provides for free. PSI has found tapes of the concert particularly useful in its peer education programs with youth. The tapes are shown and discussed in small group sessions and aired before larger audiences through vans that take a video of the show out to villages with little or no access to television.

Although Staying Alive was billed as a World AIDS Day campaign, it has continued well past December 1, 2002, Mahler emphasizes. “Distribution doesn’t end with World AIDS Day,” she says. “We’re still working to get the campaign out to countries where it hasn’t played.” Through YouthNet and other projects, FHI continues its efforts to expand the reach of the campaign, especially in Senegal and Kenya.

## Chapter 3. Senegal: Adapted Campaign Boosts AIDS Education

In the little office of 7 FM radio, in Dakar, Senegal's capital city, Alioune Ndiaye is as enthusiastic as if he was speaking about a revelation. "This program has triggered something in myself personally and for the whole radio station," he says. "It has really changed us." Alioune is talking about the MTV Staying Alive campaign, which his radio station embraced in 2002, as did more than 30 others around the country. In Senegal, the Staying Alive campaign was adapted largely to radio, which served as a springboard for getting many segments of the country to focus more attention on AIDS education and reducing stigma.

A French-speaking, West African, and mostly Muslim country (about 90 percent of the population), Senegal has maintained one of the lowest HIV prevalence levels in Sub-Saharan Africa. The Ministry of Health reports a 1.4 percent national prevalence rate and 70,000 persons living with HIV/AIDS. The low HIV rate stems from the rapid government action after the virus was identified, conservative norms about sex, regular screening of sex workers for sexually transmitted infections, promotion of condom use, and active involvement of community, political, and religious leaders. Despite these steps, ignorance about the virus is still widespread. Forty percent of youngsters not in school think that not shaking the hand of a person living with AIDS will protect them from infection, according to a 2001 government report. Youth remain an important target for education in Senegal.

The FHI office in Senegal, which focuses mostly on HIV issues, saw the international MTV campaign as an opportunity to build on its earlier work with the local media on HIV/AIDS issues. A year before the start of the MTV campaign, the Dakar office had initiated a training program with the media on HIV/AIDS. During one of those sessions, Alioune Ndiaye from 7 FM first got serious about AIDS. "At the end of the session, a woman stood up and declared she was HIV positive. I really thought people living with HIV were different, physically... and I realized it could have been me! I cried that day, and I am not ashamed of saying it." The ground was fertile to receive a new campaign.

On August 21, 2002, FHI/Senegal formed an advisory committee to assess the global MTV materials and to develop a country-based campaign, working with two media consultants. "We watched the TV material with doctors, AIDS-fighting professionals, politicians, religious leaders, and others," explains consultant Tidiane Kassé. "We understood that this would never be appropriate for a Senegalese audience. The impression given by the images was something that would make people look more than think. The countryside and the clothes were too exotic, the references too westernized, the images and the dialogues far too explicit for the conservative Senegalese society."

El Hadj Diouf, who coordinates communication issues at FHI/Senegal, says, "We had no other choice than starting our own thing, using the message of the MTV material as an inspiration." The office decided to focus on the message, "Let youth speak out to curb HIV/AIDS infection." It also used the "Staying Alive" slogan (translated in French, "Rester en Vie"), which appeared on t-shirts, caps, and scarves. "We wanted to

create a favorable environment so that the population, especially the youth, would adopt secure behaviors and attitudes towards AIDS,” says Fatimata Sy, director of FHI/Senegal. To do this, the campaign wanted to respect the Senegalese culture and have the consent and active participation of moral and religious authorities in the country.

Senegalese political culture is based on consensus, and religious leaders have always been included in social discussions, including AIDS. “For awhile now, we have organized a dialogue between Muslims and Christians about AIDS,” says Imam Ousmane Gueye, permanent secretary of the national imams’ association. “Our message is to promote abstinence before marriage and fidelity during marriage. We can’t promote the condom to youngsters, we don’t want to incite them to sex, but if a married woman comes to me and tells me that her husband is HIV-positive, and that he does not want to wear a condom, then Islam demands that this man protects himself.”

“The religious leaders did not want to be trapped,” explains FHI consultant Kassé. “We had to work together. The Senegalese are a very religious people, so we worked with them as with other associations, in a real partnership.”

The advisory committee developed goals for Senegal that its members felt would be effective. The committee would urge the media to explore the reality of AIDS in Senegal by interviewing those infected with HIV, by stressing the consequences of the disease and how to avoid it, and by encouraging young people to be aware and tested. The overall objective was to form a partnership with the media to accomplish these goals.

The viewing committee saw some of the MTV materials as appropriate for Senegal. “One of the MTV documentaries showed a girl who was rejected by her community in a violent way because she was HIV-positive,” says committee member Dr. Ndeye Khoudia Sow, a socio-anthropologist. “For me, these images of exclusion, this very suffering, are universal. Ask anybody in Senegal, if a neighbor of yours, a sister was HIV-positive, what would you do — out would be the answer!” Images from the global forum with Bill Clinton, the concert documentary, and the documentary segments showing people living with AIDS were selected.

FHI sought to have them aired on the public television channel, RTS, and a deal was signed. But changes at RTS and a national ferry-sinking disaster in September combined to delay the television campaign, which had included plans for a local forum with youngsters and Senegalese leaders. FHI has resumed dialogue with RTS and hopes to organize the forum later in 2003.

### **Radio in the Community**

Working without the luxury of television images, FHI began focusing on radio stations, which are the most popular media in Senegal. When radio stations covered AIDS prior to the MTV campaign, they generally took an excessively medical approach to the disease and rarely interviewed people from the community on the air. FHI proposed a partnership to change that approach. It would give contacts to radio stations from AIDS associations, youth groups, and women’s associations, along with story ideas, and help finance the campaign. FHI began signing contracts with radio stations, and the campaign began.

Little by little, each radio station started inviting on the air young people, women, people with AIDS, nurses, and doctors to talk about the virus and how to curb it. Some stations organized games, giving away a t-shirt or cap to those who gave the right answers to a question about the virus. Plays about the virus, often performed in a village square or during a sporting event, were broadcast over the radio as well.



At Ndef Leng FM, a live radio program about AIDS is being performed, using dialogue developed by young people and other volunteers with station writer Djibi Ndiaye (at right).

A community station in Dakar, Ndef Leng FM, which reaches nearly two million people, sponsored skits at festive events where young people played many of the roles of ordinary Senegalese people, including doctors, religious leaders, and mothers. The young people also developed some of the dialogue for the play, says Djibi Ndiaye, 42, a writer for the station. “After a play in which I was playing the character of the imam, the actual village imam came to me and thanked me because he did not know that AIDS could be transmitted through cuts.”

The station broadcasts in 14 languages, focusing on the Serere culture in the center of Senegal. “We reach a lot of young girls from the country coming to Dakar as domestic workers without their families,” says Station Director Babacar Diof. “The fact that we were approached by FHI is a sign they wanted to reach the maximum range of population.”

On Walf FM, a famous Senegalese rap singer named Xuman (pronounced Khu-mane) has his own show. As part of the campaign, he agreed to devote a part of his program to AIDS. Each week he broadcasts music linked to AIDS and also has a guest in the studio to talk about the virus and to answer listeners’ questions live. “Yes, sure at first, I had friends, people asking me what I was doing, and I was a bit afraid of the reactions of listeners. But I also received a lot of good reactions. I am a rap singer; it’s my job to communicate information through music. I take it as a mission.” Xuman also went to interview youngsters in the street, asking them about HIV testing. “I realized people were afraid, even to talk about it.”

The campaign was taking off. “It was essential to have people like Xuman with us,” says Kassé, the consultant. “He is young. The youngsters love him and his music, recognize him in the street.”

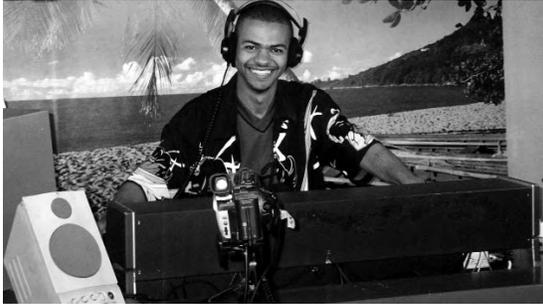


At 7 FM radio, Alioune Ndiaye was not the only one who had a revelation. Thian Gallo, a journalist at the station who specializes in medical issues, says, “FHI gave me documentation, so I did my homework, prepared my programs, and started inviting people. We had a lot



The MTV campaign has “triggered something in myself personally and the whole radio station.” — Alioune Ndiaye (center) of 7 FM, with the station’s medical journalist, Thian Gallo (left), and program animator (right)

of listeners who called to participate, and a person living with HIV even asked to come in the studios to talk about it.” AIDS has now become a focus for his life. “I talk about it with my daughter, with everyone I meet, and more than anything, I want to defend people living with AIDS, against discrimination. I want to show that they are no different from you and me.”



**Symon, 31, in the Soxna FM radio studio, talks to listeners on the phone who participate in the MTV/Staying Alive Quiz. Excaf telecommunications group airs the radio show on its TV channel.**

Excaf telecommunications group, which owns both radio stations and satellite TV, has taken the radio campaign onto the screen. Soxna FM radio can be heard on a TV channel, with pictures from the radio studio. They have organized quiz shows around AIDS and the Staying Alive campaign, and had community and expert voices in the studio to speak. “One day I went to participate in a program on Soxna FM, and a social worker who heard me first on her radio, turned her TV on and saw me on the screen,” says Babacar Gueye, 27. “She called the radio saying she could not believe that such a young person could talk about AIDS on Senegalese media.”

### **Boost to Education, Action**

FHI/Senegal monitors the radio programs through 40 people hired to listen and give their comments, including people living with HIV. “I was surprised to hear some youngsters saying that AIDS did not exist,” says Adama Tounbara, 40, a physics teacher. “I also heard that people thought it could be transmitted through clothes.” Another listener, Marie Dana Diouf, 30, a social worker, says, “I noticed a real progression in the programs. First, people did not call that much, probably afraid of being associated with the virus. Then participation of listeners increased, as well as the level of their remarks or answers.”

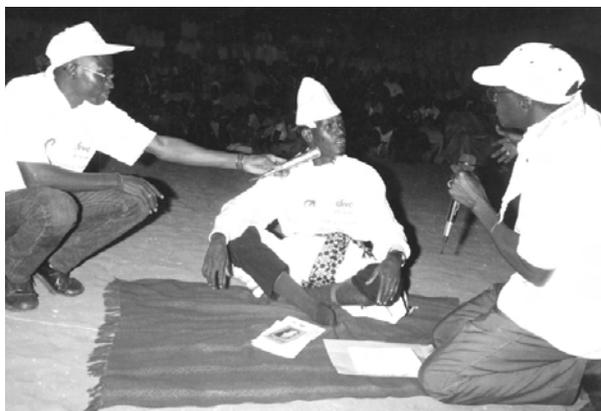
In Senegal, the informal sector is crucial to fighting AIDS. Many youngsters are out of school and work from an early age in a garage or craft shop. They are often illiterate and do not have the necessary information about AIDS. The International Movement for the Development of Africa (MIDA), which focuses on these youngsters, worked closely with the MTV campaign. Babacar Gueye and Issa Ndiaye, both 27, visited a garage in the outskirts of Dakar for MIDA and shared their experiences on the radio. After the young workers watched a film about AIDS, the 67-year-old boss took the microphone and told his young employees it was about their life and their future and that they better be careful. He volunteered to distribute condoms, as well as t-shirts, caps,



**A garage outside of Dakar participates in the community outreach for the radio campaign. Malick Ly, the boss, talks to his young workers, along with the outreach workers, Babacar Gueye (second left) and Issa Ndiaye (second right).**

## Staying Alive in Rural Areas

**In Koupentoum, a southern Senegalese town** near the Gambian border, twice a month a huge market attracts people from different regions, countries (Mauritania, Mali, Gambia), and backgrounds. Everybody comes to sell or buy cattle, goods, food, textiles. People sleep there and stay two or three days. Sex workers also tour these markets. Niani FM, in association with FHI for the Staying Alive campaign, decided to install a



**Ndef Leng FM team gives a play on HIV/AIDS issues during a festive event in a Senegalese village.**

podium, some chairs, a microphone, and huge speakers on the market square, and to invite local nurses, doctors, teachers, and religious authorities to talk about HIV/AIDS. The stations organize games and distribute condoms. “These rural radio broadcasts have been a huge success in the campaign,” says Tidiane Kassé, the FHI consultant, recalling a visit to a live show at Koupentoum. “Most of the time, people don’t have the knowledge or even the vocabulary about AIDS. When a nurse comes to talk about that at the marketplace, people remember the words, and can then go to a medical structure using the right words and feeling more confident.”

and scarves from the MTV/FHI campaign. “I am old now, I am finished. But I want them to stay alive for their future. Who is going to replace me in the garage when I’m gone? That’s what I tell them,” says the still dynamic Malick Ly.

“The campaign arrived at the right time,” says Souadou Seck Tounkara, 40, head of an association of women living with AIDS called Aboya, which has been part of the campaign. “Before, people were thinking that HIV-positive persons were to be seen only in hospitals. People change slowly, but they have started changing, and we have also started talking about our lives in public.” The women of the association gather every week around a radio, paid by FHI to listen to the campaign’s programs and to comment on them. Journalists now call Souadou and others involved in the campaign for live interviews about AIDS. Ndeye Fatou Ngom Gueye, coordinator of a group that takes care of AIDS patients, says, “The phone rings all day long now. It is nearly too much.”

Newspapers were also eager to take part in the campaign. The main national newspaper, *Le Soleil*, agreed to new story ideas and in January 2003 organized a whole day devoted to AIDS at the paper’s headquarters, calling every reader to come and participate in a forum with people living with AIDS, FHI committee members, and representatives of the Ministry of Health.

The Internet Web site Sentoo, owned by the national telecommunication company, has also decided to join the MTV campaign and shows on its front page the MTV/Staying Alive campaign slogan. When one clicks

on it, several messages about AIDS appear. An online game has also started. Of more than one million people who have seen the slogan in the past three months, so far 1,033 have clicked on it, a large number in Senegal, where Internet literacy is still low. The average number of people who open a link is usually 30 or 40 at most, says Sonia Kerim, who is in charge of marketing Sentoo.

In Senegal, every possible way of fighting AIDS had been explored, but a real partnership with the media was missing, explains Mbaye Diouf, press officer at the Ministry of Health. “Targeting the youth also appealed to us immediately. We needed to focus on that. It is true that the MTV campaign had to be adapted to the country. It is true that my generation had France as a model. But like every youth in the world, Senegalese tend to watch the USA more than us.” But still, he adds, “The campaign had to be adapted to the realities of our society.”

Many journalists acknowledge that while they were talking about AIDS before, the focus on youth and the agreement with FHI led them to introduce regular programs. For six months, 32 radio stations in Senegal were talking about AIDS several times a week, which had never happened before. Social workers and nurses report that people asking about the virus are more relaxed since they have heard them talking on local radio. And many in the media hope that the campaign is going to continue.

“We adults had done enough talking about AIDS,” says Fatimata Sy of FHI/Senegal. “It was high time the youth talked about it, and I think it happened, thanks to the interaction between associations and media that the MTV campaign helped us to create.”

## Chapter 4. Kenya: Local Programming Developed



**P. Diddy performs in the Staying Alive concert.**

Edwin, 20, had not been willing to go see his cousin in the hospital, who had AIDS. Then he saw the MTV AIDS concert documentary on a Kenyan television channel. “It changed me totally. Puff Daddy changed that.” The show included footage of the rap musician performing on stage as well as visiting people in South Africa with AIDS. “If Puff Daddy can go from the States to South Africa and do a concert and go and talk to people with AIDS...” Edwin Ndung’u’s voice trails off. “I’m right here in Nairobi. I could at least go to the hospital and visit my friends with AIDS.”

Edwin saw Puff Daddy (now called P. Diddy) talking about AIDS because FHI worked with the Kenyan television stations to air and publicize the MTV campaign. MTV has no stations in Kenya, but the Staying Alive materials were available to the stations by satellite feed. FHI encouraged local media outlets to utilize, adapt, and expand the MTV campaign, which sought among its goals to reduce stigma about AIDS.

“Before I saw the show, I had an icky feeling about people with AIDS,” says Edwin, a freshman at the U.S. International University in Nairobi. “Now I think they’re just like me. They just have a disease.” After seeing the show, Edwin went and saw his cousin at the hospital before she died.

Kenya has a 15 percent HIV prevalence rate nationwide, one of the highest rates in the world, with some 2.5 million people living with HIV/AIDS, according to the Joint United Nations Programme on HIV/AIDS. With more than one-third of the population between ages of 10 and 24 — some 11 million youth — young people are a key audience for prevention efforts. Girls and young women are particularly vulnerable due to various factors, including a high age differential between regular male and female partners. Despite extreme poverty in many areas and a weak economy, there is a growing middle class and television-viewing population, especially in greater Nairobi. In the countryside, mobile cinemas increasingly are showing tapes of HIV/AIDS educational shows, providing another potential audience for the MTV campaign.

In June 2002, the FHI/Kenya office, working with YouthNet, launched the Staying Alive campaign in Kenya at a meeting with representatives from the major television stations, the Ministry of Health, and main nongovernmental agencies working with AIDS prevention. “We emphasized that the programs would be available rights free, and therefore available to the broadcasters at no cost,” says Dr. Ndugga Maggwa, of the FHI/Kenya office, who coordinated the local campaign, along with consultant Emily Nwankwo.

Among those at the FHI briefing were officials from the Nation Media Group, which publishes the largest newspaper in Kenya and operates a major television station. “We need to be pre-emptive with young people,” says Joel Musundi, production manager at Nation Broadcasting. “Youth have so many messages thrown at

them, from the media or church or peers.” The Nation group decided to work closely with the campaign, developing new local programming, and other major stations agreed to participate, signing contracts with MTV that allowed them to receive the shows via satellite feed.

### **On the Air**

Four of the television stations in Kenya carried all or part of the Staying Alive campaign, with the most popular segments being the Global Forum, “Bill Clinton Uncut,” and the World AIDS Day concert. All station executives recognized the importance of dealing with AIDS and youth, so any new programming was welcomed. “It is the station’s responsibility to educate the youth,” says Agnes Gichila, who decides what airs at Metro TV, which reaches the greater Nairobi area.

Producers at all four of the stations agreed that youth in Kenya who watch television would relate to the MTV shows, that a global culture of sorts existed among youth. “Dot.com stuff has opened the airways,” says Ann Olongo, a producer at Metro TV. “Youth want to listen to the outside, often relating more to the outside than the inside. Youth here tend to copy the West.” She adds: “Youth identify with other youth. It’s better if they get information from them rather than an old man.”

Frank Muiruri is chief producer of KBC, the government station that has a nationwide reach, the broadest of any Kenyan station. “Youth are in search of an answer,” he says. “They want to know what youth from other parts of the world feel, appreciating that AIDS is a common problem. We got positive feedback from the Clinton forum. There is a bonding with young people and Clinton, that people in high places are affected.” After receiving calls asking for more such programs, KBC, which reaches some five million households nationwide, repeated the Global Forum and “Clinton Uncut.”

The programs were very important, says Muiruri. “AIDS requires a global sensitization process. We wanted to add to the campaign, putting it into place in Kenya. If we could have such programs more frequently, we would air them, say a program every quarter.”

Some of those involved in the programming express divergent views about the global culture issue. For example, they think the South Africa concert worked better than the other parts of the campaign because the youth on the show were Africans. “If I see my daughter or my sister on the screen, I’ll react better and see something’s wrong here,” says Kiboi Juma of Metro TV. Also, the PSAs generally were not shown because they were too westernized, with none shot in developing countries; only one of the stations aired a couple of the PSAs.

### **Kenya Forum**

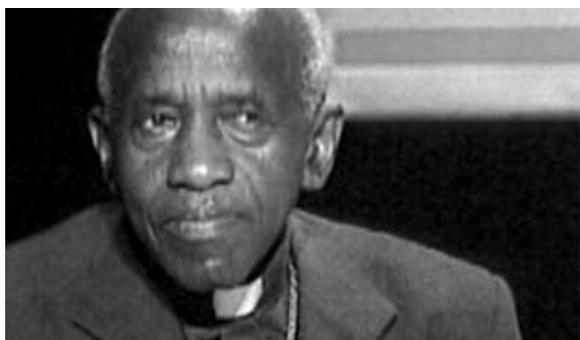
The Nation Media Group saw the MTV campaign as an opportunity to broaden its HIV/AIDS coverage for young people. The station has a bimonthly program called, “Eyes on People,” which has a more youthful audience than many of its shows. The MTV campaign gave the station an opportunity to focus more programming on HIV/AIDS and youth, and perhaps begin building a broader audience among youth in

general. With the change in government, the station is now allowed to broaden its audience beyond the greater Nairobi area, reaching even into neighboring Tanzania. MTV materials came at the right time, matching the commitment to HIV-prevention programming and the business goal of broadening the youth audience.

Joel Musundi, the production manager, called a group together at the station to review all of the MTV materials, including Alex Murungi, 23, who produces a comedy show. "The television techniques were very professional, but the content was quite deep," says Murungi. "Youth here like more straightforward things, plain simple language," he said.

At the same time, the group felt that the appeal of the celebrities, music, the questioning of world leaders by youth, and the exuberance of the concert all spoke to the youthful audience they wanted to reach.

The station decided to air all of the major campaign components, including a couple of the PSAs that they thought were the funniest and not offensive to their audience. They also went beyond the other stations, deciding to develop their own programming based on the MTV Global Forum concept of having youth and adults talk about HIV/AIDS. Securing a small grant from FHI, they produced a two-part show called "Youth in Dilemma," to be aired during the "Eyes of the People" discussion show. Working with FHI, the station developed two panels of prominent Kenyans and youth and issued an open invitation for youth to be in the audience and ask questions.



**Kenyan Archbishop Mwana Nzeki participated in the Global Forum and the Kenya Forum.**

The forums featured Kenyan Catholic Archbishop Mwana Nzeki, who had also participated in the MTV Global Forum; FHI/Kenya staff Peter Mwarogo and Dr. Joel Rakwar; Joshua Ng'elu, public sector coordinator for the National AIDS Control Council; Alfred K'Ombudo, of the African Youth Parliament; and others. The two shows, which were taped in one day in December, had an informal give-and-take quality that seemed less orchestrated and formal than the Barcelona Global Forum. One show addressed broad issues related to sex and sexuality, while the other focused on HIV/AIDS. They were aired in January and February 2003.

"The Global Forum, while it was good, was too abstract and adversarial," says Dr. Rakwar. "The Kenya forum came across better for youth here, including the comments of the Archbishop. I hope to use the tapes of the show in the rural western provinces of the country where I am working to connect the communities with the schools."

The Nation broadcasting group hopes to continue to expand its local programming, building on the 2002 MTV campaign. Joel Musundi, the production manager, recently wrote Dr. Maggwa at FHI/Kenya expressing his gratitude for the collaboration and saying, "We are keen on a long-term partnership and hope this is just the first of many more productions to come."



## Chapter 5. Evaluation and Lessons Learned

MTV's continuing efforts to track the reach of the campaign is the main source of "process" indicators of the campaign — how many people were reached with what types of programming. FHI researchers will include this data in their overall analysis of the campaign, documenting the implementation of Staying Alive 2002 and its reach.

In addition, YouthNet is examining the effects of exposure to the campaign in four countries: Brazil, Kenya, Nepal, and Senegal. Assessing the outcomes and impact of a global campaign is something of an experiment, says FHI researcher Dr. Cynthia Waszak Geary, who designed the evaluation. "While the evaluation design is rigorous, there are few precedents for evaluation of a global campaign," she says. "We need to look at this as a pilot test of evaluating a program of global proportions."

Dr. Geary and her colleagues are conducting research in three primary cities: Dakar, Senegal; Katmandu, Nepal; and São Paulo, Brazil. A smaller research effort was added in Nairobi, Kenya, as well. These cities represent different regions of the world, have varying levels of access to MTV, and implemented the campaign in various ways. Viewers in Nepal had access to the global campaign through MTV India, while Brazilians could watch it on MTV Brazil. In Senegal, while MTV has no presence, the local campaign adapted the Staying Alive themes and logo to its campaign, primarily through radio, print materials, and the Internet. "We're going to use these countries as case studies to see whether kids actually saw it and, for the kids who saw it, did it actually make a difference?" Dr. Geary says.

The research, with local research and marketing organizations, includes cross-sectional, population-based surveys among young men and women ages 16 to 25 in each of the cities. Participants in baseline, interim, and post-campaign surveys were asked about awareness of the Staying Alive campaign and whether they saw any of the campaign programs or PSAs, along with other questions on knowledge of HIV/AIDS, use of local services, and other issues. (In Nairobi, only a post-campaign survey was conducted.) Survey results will enable evaluators to analyze whether exposure to the campaign affected respondents' knowledge, attitudes, or behaviors.

Researchers also want to know whether those who were exposed to the campaign discussed it with others, because the analysis is based on a social diffusion model of behavior change. "This means that it's a social activity, where the effect comes in not just watching the TV segment, but in what happens after you watch it — who you talk to about it, and what kind of discussion it generates in your community," says Dr. Geary.

Some questions of local interest have been added to each survey. In Brazil, for example, questions about the Staying Alive PSAs were replaced with questions about eight HIV/AIDS spots created by MTV Brazil, which aired instead. (MTV Brazil staff thought the PSAs would not be well received in their culture, a hypothesis that Dr. Geary's Brazilian colleagues are examining in focus group discussions.)

FHI's partners in each city are using two different kinds of studies to collect information about young people's responses to campaign materials. In the first kind, groups of young men, young women, and mixed-sex groups watch videos of campaign materials and participate in moderated discussions designed to elicit their opinions about the campaign. What messages came across? Did they enjoy watching the various programs and PSAs? Did the materials hold their interest? Did they find them persuasive?

The second study has an experimental design. All participants watch 30 minutes of music videos interspersed with advertisements and PSAs, but half are randomly assigned to watch a video that includes two Staying Alive PSAs. A survey will be administered to gauge audience's recall and response to the PSAs immediately after exposure.

Together with the survey results, this information will give evaluators a detailed picture of how audiences in the research sites responded to the campaign. The analysis will also offer insights into the campaign's contribution to creating a social environment that is more supportive of risk reduction and people living with HIV. And, adds Dr. Geary, "We'll look for evidence that there might or might not be a global youth culture that can influence young people's attitudes and behaviors."

By the end of June 2003, FHI had received all the baseline data, the three interim surveys had been completed, and final surveys were under way. Focus group discussions had begun in all three primary sites and had been completed in two of them. Evaluation results are expected to be available later in 2003.

## Lessons Learned

MTV and its partners had been involved in other mass media campaigns on HIV/AIDS. The Kaiser Foundation had extensive experience with public health campaign in the United States and had helped MTV develop its third Staying Alive documentary in 2001. But producing an entire global campaign was a new experience for everyone and, all agree, a good learning experience. Lessons learned about formats, partnerships, collaboration, audiences, messages, and approaches will be used to strengthen future Staying Alive campaigns.

- 1 For a global audience, in-depth programming appears to work best.** The partners agreed that the in-depth programs were the most successful elements of the campaign. "The longer-form programs got tremendous pickup and distribution," says Tina Hoff, vice president and director of the Kaiser Family Foundation Program on Public Health Information and Partnerships. "The PSAs, while they worked well in certain markets, were not as uniformly accepted. I think there's still a role for that kind of universal approach, but it certainly needs to be complemented with some more targeted messaging."

The campaign's experience showed that the more in-depth programs were able to address sexual behavior issues in ways that were relevant to a global audience. Whether short public service announcements on sexual behavior can work on a global level remains a question. Many broadcasters outside of Europe decided not to run the PSAs, and some created their own spots for World AIDS Day. Encouraging such development of local messages is likely to be a priority in MTV's next Staying Alive campaign.

“Some broadcasters said that because of our censorship concerns and the government restrictions, we need to adapt these PSAs,” says MTV’s Georgia Franklin. “That was both a negative, because they couldn’t show our PSAs, but also a positive, because they went ahead and created their own very specific local PSAs.”

**2 *More comprehensive prevention messages may be more effective worldwide.*** “When I first started doing this six years ago, abstinence on MTV — certainly outside of the United States — was virtually not heard of,” recalls Franklin. Feedback from a number of global MTV networks suggested that programming that included abstinence and sexual delay would be more acceptable. This understanding has led to greater interest at MTV in putting more emphasis on all of the ABC’s of prevention, with less emphasis on condom use only.

“Abstinence is something that we now are addressing, alongside B and C,” says Franklin. “That change has happened through our relationship with UNAIDS, who educated me and the channel on a regular basis, and through partnerships with YouthNet and all of the NGOs.” In future campaigns, MTV plans to address the ABC’s in ways that will speak to its audience, most likely by emphasizing empowerment and choices. “We won’t preach, and we won’t condescend.”

The determination of MTV staff not to preach about abstinence comes from knowing their audience, Mahler says. “The truth is that many youth who were targeted by this campaign tend to be sexually active. So there has to be a balance.”

**3 *A global campaign can reach substantial audiences at risk.*** Shanti Conly of USAID was concerned that the investment in this campaign might not reach the countries that have the biggest problem with HIV. “And even if it does reach those countries, does it still reach the kids who are the most vulnerable?” she asked. Now, after seeing how many developing countries the campaign reached, Conly says the campaign has shown that there is a high pay-off. Although the campaign probably bypassed many of the world’s most vulnerable young people, it did reach a sizable and important segment of the youth population in many of the countries most affected by the HIV/AIDS epidemic.

“Occasionally people got overexcited and said well, we can hit everybody,” Franklin recalls. “We can even hit the little villages in Namibia. Well, this campaign may manage to get that village eventually, but it’s not really the priority of the campaign to hit that village. The priority is to get the biggest reach that we possibly can.”

There is no such thing as a global media campaign that can reach every young person in the world, adds Mahler. “But you can segment. Just by working with MTV, we segmented. And we segmented a very savvy audience. We segmented urban, probably middle-class or upper middle-class, exposed-to-the-world kids — in both developed and developing countries.”



Graphic used in *Staying Alive* campaign.

**4 *Multiple formats were successful but required more time than expected.*** Including multiple kinds of programming made the campaign more complex. FHI's four-country evaluation should provide lessons about viewers' reactions to the different elements of the campaign and the mix of programming. Broadcasters indicated that multiple formats, including hour-long programs, were particularly useful to them. Some used the campaign materials in longer blocks of programming and as part of World AIDS Day events, sometimes with local competitions. "What impressed me was the depth and breadth of the products and programming, and the fact that it's not just about a few prevention messages," says Conly.

Producing a multifaceted campaign was much more difficult than making a single documentary. Partners agree that they probably underestimated the time needed to produce such a campaign. Deadlines were tight, and there was little time to review and revise the materials, let alone pretest them with members of the target audiences in different countries, as YouthNet staff had hoped to do. "A campaign takes almost a year to get off the ground," says campaign producer Niall MacCormick. He believes that the PSAs didn't work on a global level because he and his crew didn't have sufficient resources — particularly enough time. "To do them properly, you really need a dedicated set of people and six to nine months."

**5 *Multiple partnerships added value as well as challenges.*** Another reason that producing the campaign took longer than expected was the number of partners involved. Coordinating the input of so many partners was often difficult, Franklin notes, because each had different perspectives and priorities. "Whenever you've got multiple organizations working together, there's always competing organizational interests," says Hoff of Kaiser Family Foundation. "That opens up the discussion to a wider set of interests, which can be a good thing, but you have to be careful that it doesn't detract from the central messages."

Clearer definition of roles and responsibilities and better coordination of the partnership could have increased efficiency and facilitated the best possible use of the partners' complementary skills and resources. For MTV, this means capitalizing on its NGO partners' knowledge of HIV/AIDS and the developing world, including their extensive networks of contacts in the countries most affected by HIV/AIDS.

Despite these problems, the partners see the different perspectives and experiences they brought to the campaign as one of its strengths, giving it a depth and reach that none of them could have achieved alone. "Without the partnerships, none of this would have worked," Franklin says. "It's as simple as that."

**6 *Involving world leaders expands the reach of a global campaign.*** Major news organizations worldwide reported on the campaign because world leaders participated in the Global Forum in Barcelona. This news coverage helped expand the reach of the campaign, as various networks became interested in airing the programming.

**7 A clear consent process for participants in media campaigns is important.** MTV found the consent form FHI developed for documentary participants so useful that it will continue to use it for future programs about HIV/AIDS. Using this form should help avoid misunderstandings that arose in the 2002 campaign regarding youth in vulnerable situations presenting their story publicly.

**8 Partnership with radio broadcasting can expand the campaign.** By forging partnerships with radio broadcasters and broadcasters' associations, MTV was able to expand the campaign's reach to audiences with no television access. Following this success, MTV has begun to develop a new partnership with the BBC Radio Trust for Staying Alive 2003. "We plan to embrace radio distribution right from the start and try to turn as many of our programs as possible into radio programs," Franklin says.



This radio station in Senegal helped broaden the reach of the MTV campaign.

**9 Local partnerships could be expanded.** The 2002 campaign showed the potential for adapting the material to local and regional audiences. The FHI-led efforts in Senegal and Kenya helped spark greater collaboration among HIV-prevention organizations and the media. Hoff of Kaiser sees opportunities for broadening the involvement of radio and TV broadcasters. "We could approach broadcasters who ran the programs and created their own programming around the campaign, and get them involved in longer-term campaigns to keep visibility up beyond the single date," she says. Creating more regional versions of concert programming is another opportunity, allowing local artists to be included where appropriate. Campaign materials might be translated into more languages as well.

**10 More innovative efforts are needed to get youth involved.** The 2002 campaign attempted to encourage youth to get involved in their local area. But this proved difficult for various reasons. In its next campaign, MTV hopes to put more emphasis on youth involvement, perhaps through some kind of online pledge, Franklin says.

